

**PHILIP MORRIS USA**

**INTER-OFFICE CORRESPONDENCE**

120 PARK AVENUE, NEW YORK, NY 10017-5592

**TO:** David Davies

**DATE:** January 27, 1992

**FROM:** Karen Eisen

**SUBJECT:** Marketing Perceptions \$35,000 - Camel (Wide) Product

**PROJECT:**

Attached for your approval is a Letter of Agreement between Marketing Perceptions, Inc. and Philip Morris to conduct eight focus groups in LA to explore Camel (wide) Product.

**BUDGET:**

The cost of conducting this research is \$35,000 +/- 10% and will be covered by the 1992 Consumer Research budget.

**COMPETITIVE BID:**

No competitive bids were obtained due to the urgency of this project.

Dave Beran



David Davies



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